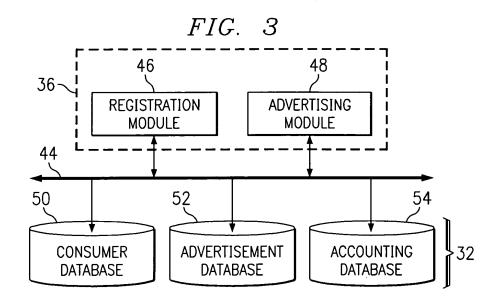
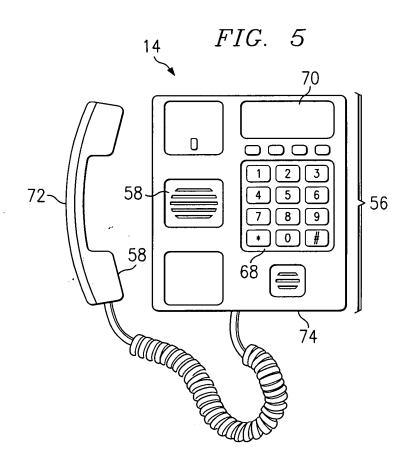


System and Method for Providing Oil-Line
Advertising and Information
Inventors: Michael C. Chen et al.
Serial No. 09/643,321
Attorney Docket No. 062891.067;
Filed August 21, 2000
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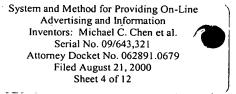


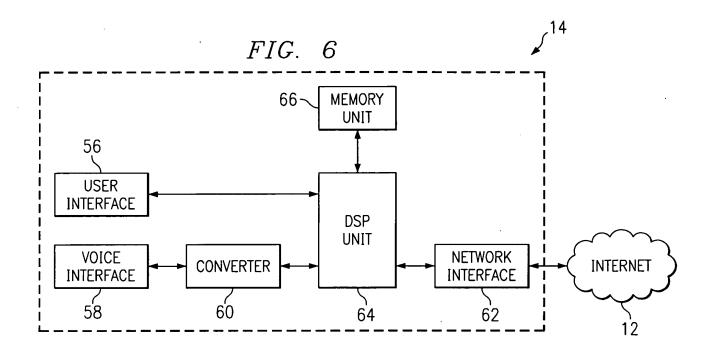


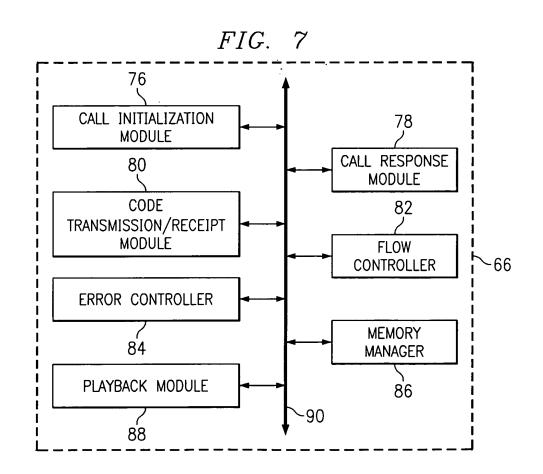
System and Method for Providing On-Line Advertising and Information Inventors: Michael C. Chen et al. Serial No. 09/643,321 Attorney Docket No. 062891.0679 Filed August 21, 2000 Sheet 3 of 12

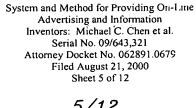
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CONSUMER PROFILE		1212	1631	2253	1344	000	2541	000
HOBBY/INTEREST	(1=STOCK MARKET; 2=SPORTS SCORES; 3=FASHION; 4=DINING OUT; 5=MUSIC)	2	1	þ	ξ.	000	4	000
ANNUAL INCOME	(1=\$0-\$25,000; 2=\$25,001-\$40,000; 3=\$40,001-\$65,000; 4=\$65,001-\$85,000; 5=0VER \$85,000)	1	3	5	4	000	4	000
AGE GROUP	(1=0-11 YEARS; 2=12-20 YEARS; 3=21-35 YEARS; 4=36-50 YEARS; 5=50-65 YEARS; 6=0VER 65 YEARS)	2	9	2	3	000	9	000
GENDER	(1=MALE; 2=FEMALE)	1		2	-	000	2	000
	AGE GROUP ANNUAL INCOME HOBBY/INTEREST CONSUMER PROFILE	AGE GROUP ANNUAL INCOME HOBBY/INTEREST (1=0-11 YEARS; (1=\$0-\$25,000; (1=\$TOCK MARKET; 2=12-20 YEARS; 2=\$25,001-\$40,000; 2=SPORTS SCORES; 3=\$40,001-\$65,000; 3=FASHION; 4=36-50 YEARS; 4=\$65,001-\$85,000; 4=DINING OUT; 5=50-65 YEARS; 5=OVER \$85,000) 5=MUSIC)	AGE GROUP ANNUAL INCOME HOBBY/INTEREST CONSUMER PROFILE (1=0-11 YEARS; 2=12-20 YEARS; 3=21-35 YEARS; 4=36-50 YEARS; 5=50-65 YEARS; (1=\$0-\$\$1.00) 2=\$25,000; 3=\$40,001-\$\$65,000; 4=\$100; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 5=\$0.000; 	AGE GROUP ANNUAL INCOME HOBBY/INTEREST CONSUMER PROFILE (1=0-11 YEARS; 2=12-20 YEARS; 3=21-35 YEARS; 4=36-5001-\$40,000; 5=50-65 YEARS; 5=0VER \$85,000, 6=0VER 65 YEARS; 5=0VER \$85,000) (1=\$0-\$\$120 YEARE); 2=\$25,001-\$40,000; 3=FASHION; 4=36-50 YEARS; 5=0VER \$85,000) (1=\$0-\$\$110 YEARE); 2=\$25,001-\$40,000; 3=FASHION; 4=0INING OUT; 5=50-65 YEARS; 5=0VER \$85,000) (1=\$0-\$\$110 YEARE); 2=\$0.00 YEARE YEARS; 2=\$0.00 YEARS;	AGE GROUP ANNUAL INCOME HOBBY/INTEREST CONSUMER (1=0-11 YEARS; 2=12-20 YEARS; 3=21-35 YEARS; 3=21-35 YEARS; 4=36-50 YEARS; 5=50-65 YEARS; 6=0VER 65 YEARS; 6=0VER 65 YEARS; 6=0VER 65 YEARS; 6=0VER 65 YEARS; 7=40,001-\$65,000; 7=550-65 YEARS; 6=0VER 65 YEARS; 6=0VER 65 YEARS; 7=40,001-\$600; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 7=40,001; 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2=\$25,000; 3=12-20 YEARS; 3=\$40,001-\$65,000; 4=36-50 YEARS; 5=50-65 YEARS; 5=50-65 YEARS; 5=0VER \$85,000; 5=MUSIC) (1=\$0-\$12-CK MARKET; 2=\$7000 YEARS; 3=\$40,001-\$65,000; 4=DINING OUT; 4=\$65,001-\$85,000; 5=MUSIC) (1=\$12-CK MARKET; 2=\$1000 YEARS; 3=\$1000 YEARS; 3=\$10000 YEARS; 3=\$100000 YEARS; 3=\$1000000 YEARS; 3=\$100000 YEARS; 3=\$100000 YEARS; 3=\$100000 YEARS; 3=\$1000000 YEARS; 3=\$1000000 YEARS; 3=\$1000000 YEARS; 3=\$10000000 YEARS; 3=\$1000000000000000000000000000000000000	AGE GROUP ANNUAL INCOME HOBBY/INTEREST CONSUMER (1=0-11 YEARS; 2=12-20 YEARS; 3=21-35 YEARS; 5=50-65 YEARS; 6=0VER 65 YEARS; 6=0VER 65 YEARS; (1=\$0-\$25,000; 2=\$25,001-\$85,000; 3=FASHION; 4=50-00; 5=MUSIC) (1=\$TOCK MARKET; 2=\$PORTS SCORES; 3=FASHION; 4=50001-\$85,000; 5=MUSIC) 2=\$PORTS SCORES; 3=FASHION; 4=DINING OUT; 5=MUSIC) 2 1 2 1212 6 3 1 1631 5 4 2253 6 3 1 1631 8 3 4 2253 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 1344 9 1344 1549 9 9 1541 9 9 1541 9 9 1541 9 9 1541 <

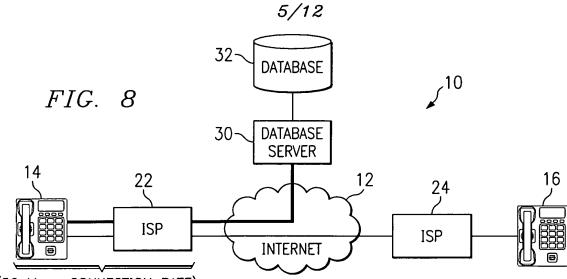






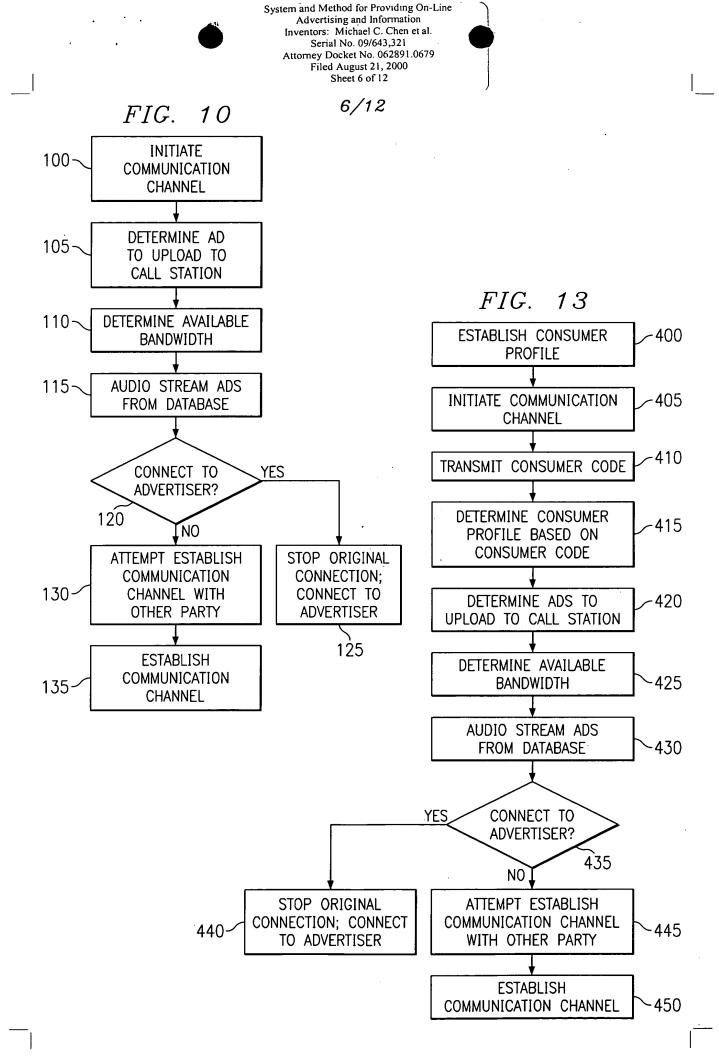






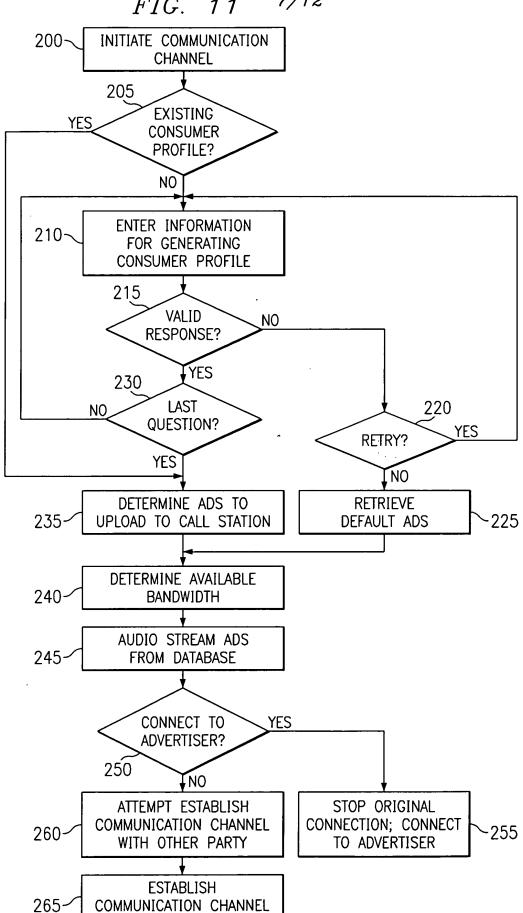
(56 kbps, CONNECTION RATE)—
(12 kbps, VOICE COMMUNICATION)—
(14 kbps, SAFETY MARGIN)=
30 kbps, AVAILABLE BANDWIDTH

		86				
MEMORY LOCATION	AVAILABLE TO STORE NEW ADS?	ADVERTISEMENT	LAST PLAYED	PLAY AD FOR WHICH CONSUMER PROFILES?	NUMBER OF TIMES PLAYED	CONSUMER CODES
				(*=WILDCARD, OR PLACEHOLDER)		
1	Y	0884487753	8-04-00; 9:05:01am	1 2 * *	2	0018783902 1554896770
2	N	0001589643		2 2 * 3	0	
3	Y	0000879041	8-05-00; 3:14:56p	2 * * 4	3	2380001127 1095600488 0008749554
4	Y	1986247730	8-02-00; 3:14:16p	2 * * 4	2	2380001127 0008749554
5	N	1001197834		1 4 * 2	0	
6	Y	0532130784	8-11-00; 12:32:55p	* 2 * *	1	0018783902 0186532497
7	Y					
0 0	0 0 0	0 0	0 0	0 0 0	000	o o o

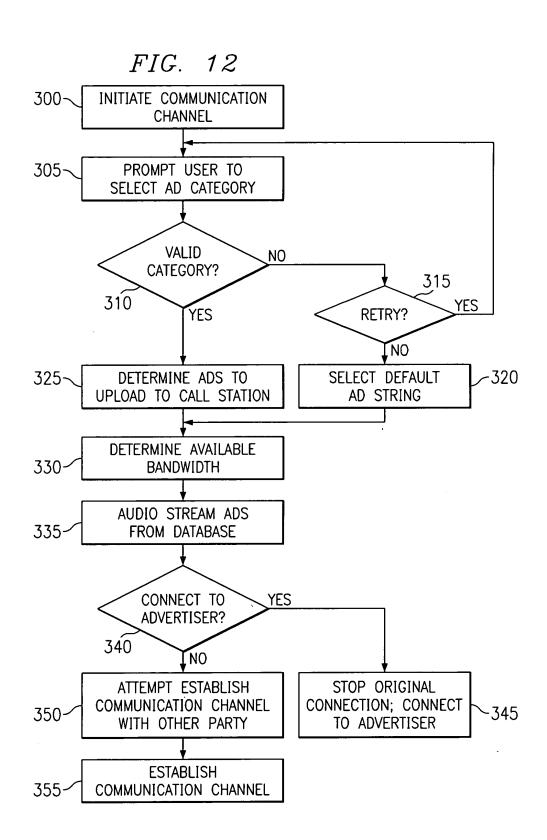


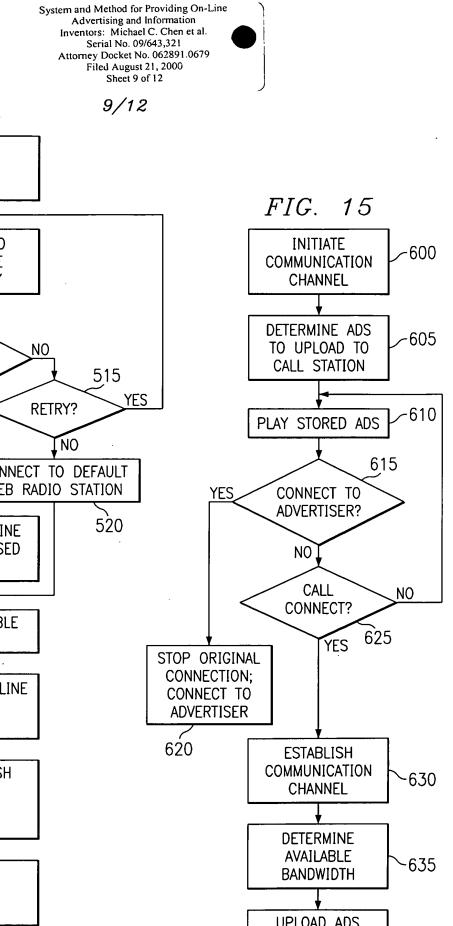
System and Method for Providing On-Line Advertising and Information Inventors: Michael C. Chen et al. Serial No. 09/643,321 Attorney Docket No. 062891.0679 Filed August 21, 2000 Sheet 7 of 12

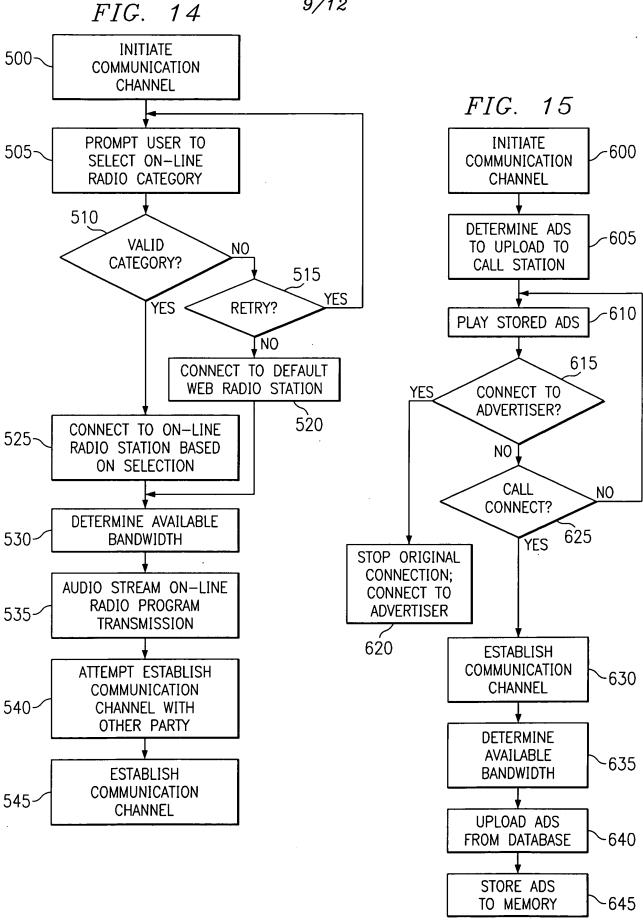
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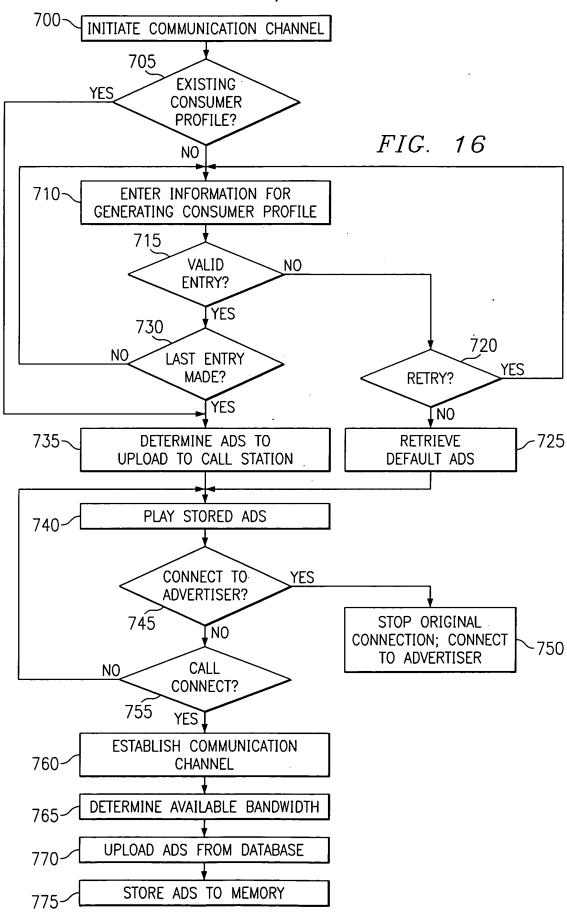
System and Method for Providing On-Line Advertising and Information Inventors: Michael C. Chen et al. Serial No. 09/643,321 Attorney Docket No. 062891.0679 Filed August 21, 2000 Sheet 8 of 12



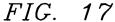


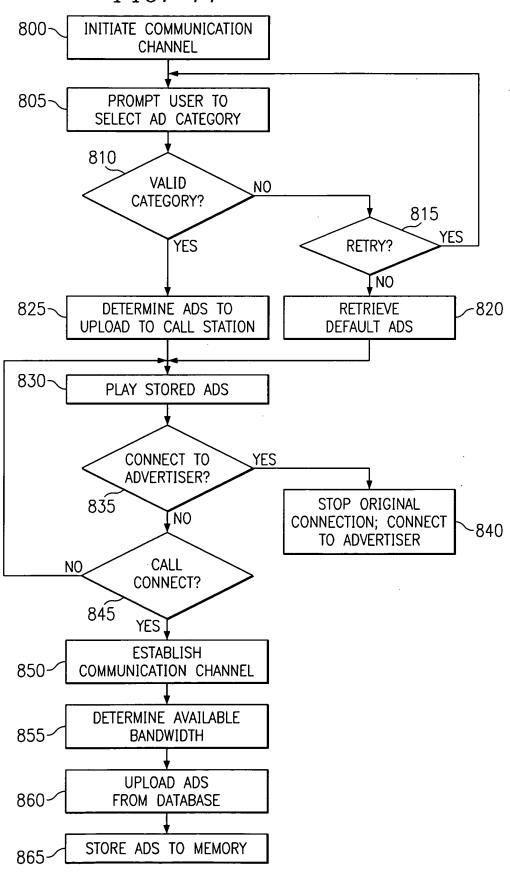


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